

sceducationlottery.com

SELLING points

September 2011 Vol. 12, No. 3

MONTHLY RETAILER NEWSLETTER

CASH IS KING



Dear Lottery Retailers:

You've done it again! Thanks to you, our retail partners, Fiscal Year 2010-11 was the second best sales year in the history of the Lottery, with more than \$1.047 billion in sales. Both total lottery sales and net profits exceeded original estimates, with transfers to the Education Lottery Account, of about \$271 million. Your dedication and hard work earned retailers across the state more than \$73 million in commissions in FY2011. Since 2002, our retailers have earned more than \$646 million!

Even in a difficult economy, the effort and support you provide continues to astonish me. By providing thoughtful customer service, keeping your tickets well displayed, and paying out prize money to winners, you are taking the extra steps necessary to increase sales and provide funding for education. If you would like ideas on how to enhance your lottery sales, please contact your Marketing Sales Representative or our Promotions Department.

The Lottery is all about earning the funds that support education in South Carolina. Since 2002, more than \$2.5 BILLION in lottery proceeds has been transferred to support educational opportunities for South Carolinians. The General Assembly's appropriations support educational programs for our families and communities through higher education programs and scholarships, grade school education programs, and community education programs. Since 2002, more than 920,000 lottery-funded scholarships have been awarded to our state's citizens.

The entire SCEL family joins me in extending a huge "Thank You" for your continued support in helping the Lottery exceed all sales goals and raise funds for education. Let's hit another home run in 2012!



Sincere Congratulations!

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Quick Food Mart SUCCESS STORY

By Yvonne Wilkins-Smith, Midlands MSR

The Power of Suggestive Selling Just Ask for the Sale!

Sunny and Hetal Patel purchased **Quick Food Mart** in May 2009. Sunny's challenge was to substantially increase lottery sales at his **Orangeburg** location.

One of the first things he did was increase his selling slots from 10 games to 34 games and relocated the lottery tickets closer to his customers. Customers will not buy what they cannot see.

In less than six months, Sunny and Hetal increased their sales by implementing the items highlighted on the checklist below.

- ✓ Ask every customer for the sale.
- ✓ Display winning tickets on a winners' wall near lottery games.
- ✓ Cash all tickets up to and including \$500 with a smile, regardless of where the ticket was purchased.
- ✓ Display new lottery games as soon as they arrive.



Bipin Patel and Sunny Patel implemented simple techniques to increase lottery sales at Quick Food Mart in Orangeburg.

- ✓ Attach "NEW" stickers so these games are easily identified
- ✓ Congratulate winners.
- ✓ Call regular customers by name.
- ✓ Relocate play station to the front for customer convenience.
- ✓ Have every slot in the ticket dispenser filled.
- ✓ Provide Fast and Friendly Service.

SALES TIP TO TRY

"As each person is a potential sale, I always ask everyone. If they say 'no,' I'll ask them if they can try just one."

- **Sunny Patel**
Owner of Quick Food Mart



Quick Store in **Orangeburg** made big news selling a \$1 MILLION winning Carolina Millionaires Club instant ticket. The retailer received a \$10,000 selling bonus. Way to go Quick Store!



Lynn Thompson, Head Bookkeeper at **Bi-Lo #195** in **Greenville**, is excited about the store's big winner. The location sold a Bonus Word Crossword ticket for \$75,000!



Jimmy and Falguni Patel from **Lebanon Mart** in **Winnsboro** celebrated selling a \$20,000 winning Mint Money ticket. The pair shows off the vendor's poster.

CASH IS KING & HERE'S WHY...

By Kevin Tawes, Coastal MSR

“Congratulations, you are a winner!” is the phrase that pays. When those words are announced from the SCEL terminal, it brings joy to everyone who hears the phrase! Those words mean that a store employee has scanned a winning lottery ticket.

As a licensed SCEL retailer you are required to pay out winning tickets up to and including \$500 as stated in your lottery retailer contract. We have many games that have winners ranging from \$1 to \$500, and paying these prizes can really affect not only your lottery sales but your overall store sales. You may see many Low Tier (LT=under \$20) winning tickets come through your store, but paying out the High Tier (HT=\$20 and above up to and including \$500) winning tickets is what will elevate you from being a good lottery retailer to being a GREAT lottery retailer.

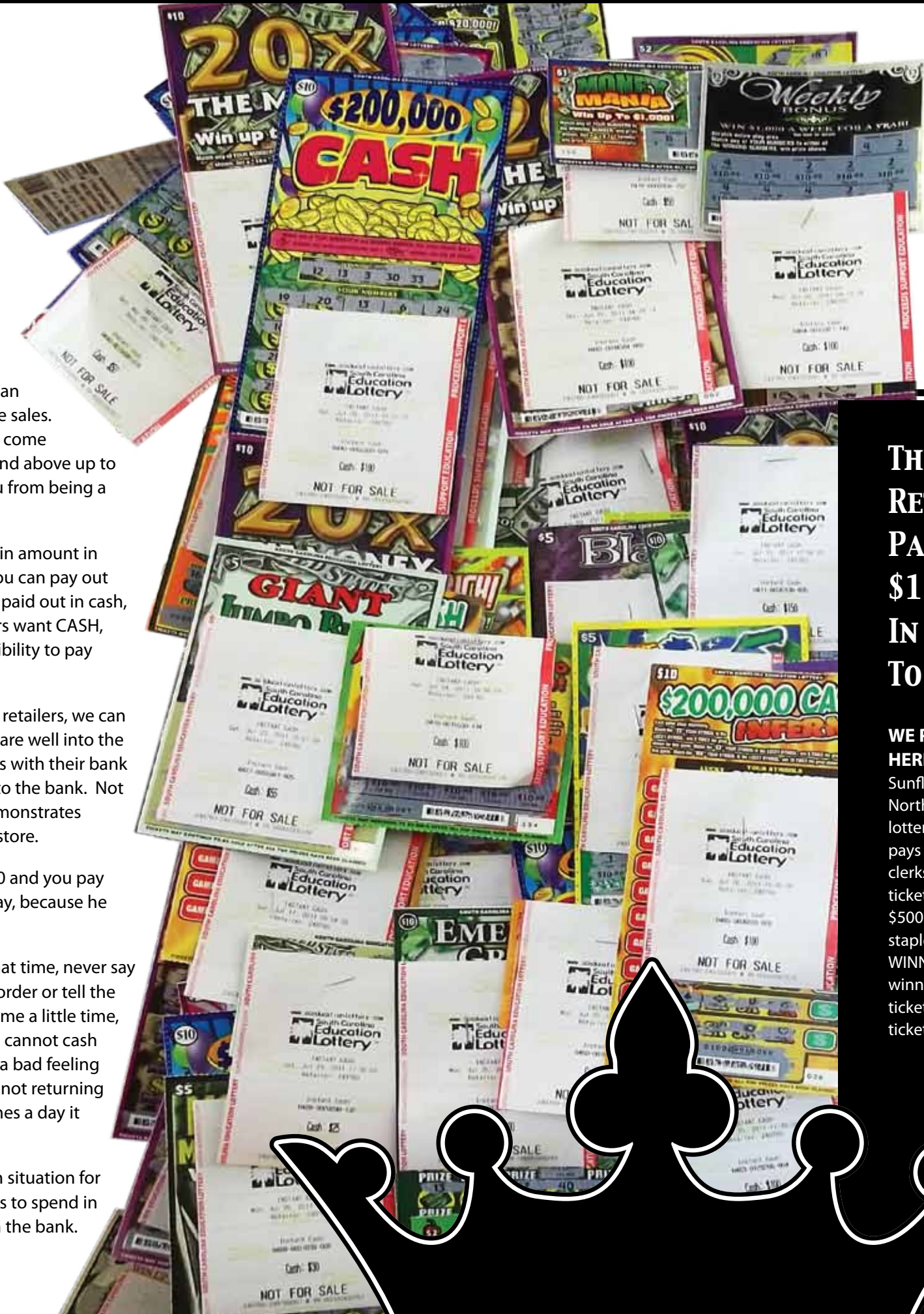
SCEL understands that many retailers can only keep a certain amount in their cash drawer and that is why the terminal asks you if you can pay out any winnings of \$20 and over. As a reminder, prizes can be paid out in cash, check or money order in any combination. We know players want CASH, but the option of check or money order allows you the flexibility to pay winnings if you don't have enough cash on hand.

When we look at the cashing history of our top performing retailers, we can tell they are cashing many HT prizes because their payouts are well into the thousands of dollars per week. Cashing HT prizes also helps with their bank deposits, because they do not have to bring as much cash to the bank. Not only does paying prizes with cash help your business, it demonstrates good customer service that will bring players back to your store.

For example, if you have a daily Pick 3 player who wins \$500 and you pay him cash, he is more likely to come back to your store to play, because he knows if he wins, he is going to get paid.

If you do not have the money to pay out the customer at that time, never say “I cannot cash this.” Instead recommend a check or money order or tell the customer, “I do not have the cash right now, but if you give me a little time, I will save some money to pay your prize.” If you tell them “I cannot cash this,” the player is more likely to walk out of your store with a bad feeling and without purchasing anything which will result in them not returning to your store. You just lost a customer. If you do that 10 times a day it will add up quickly and your lottery sales will suffer.

In closing, paying out lottery winners with cash is a win-win situation for everyone who participates. Players have cash in their hands to spend in your store, and you, the retailer, have less cash to deposit in the bank. Plus, you will have increased your sales. CASH IS KING!



CASH IS KING AS A LOTTERY RETAILER, YOU ARE REQUIRED TO PAY WINNING TICKETS UP TO AND INCLUDING \$500!

Payment may be made in cash, by money order or check, or with a combination of cash and check or cash and money order. Players prefer cash. Cash in a customer's hand is cash they might be willing to spend in your store.

We'll say it again, CASH IS KING.

THIS RETAILER PAID OVER \$15,000 IN 1 WEEK TO WINNERS!

WE PAY WINNERS & HERE'S THE PROOF
Sunfly Convenience Store in North Charleston lets its lottery customers know it pays winners in CASH. The clerks willingly cash winning tickets up to and including \$500 as required. The clerk staples the “YOU ARE A WINNER” receipt to the winning ticket and posts the ticket on the side of the ticket display.

South Carolina Education Lottery
www.sceducationlottery.com
Thu, Jun 30, 2011 11:17:29

SALES - WEEKLY
APR 17, 2011 - APR 23, 2011
Retailer: 248760

ONLINE	
1543 Pick 3	4,322.50
864 Pick 4	1,988.50
0 Raffle	0.00
152 Powerball	470.00
77 Palm5	339.00
0 Megamatch6	0.00
83 Mega Millions	268.00
17 APLY	22.00
2736 Gross Sales	7,410.00
20 Cancels	49.50
62 Cashes	6,817.00
Promo	0.00
Online Comm	515.24
Online Total	28.26
INSTANT	
45 Packs Settled	13,500.00
Returns	0.00
813 LT Cashes	4,895.00
91 HT Cashes	4,175.00
Instant Comm	945.00
Instant Total	3,485.00
TOTAL AMOUNT	3,513.26

NOT FOR SALE



South Carolina Education Lottery's
10th Anniversary
Players' Club
T-Shirt Design Contest

Players' Club members may submit design entries to be featured on a promotional T-shirt to celebrate the South Carolina Education Lottery's 10th Anniversary. Players' Club members will then be allowed to vote on three finalists to select which design will be used. For promotion dates and details, visit sceducationlottery.com.

Holiday Closings

SEPTEMBER:
Mon., September 5: SCEL offices AND our delivery partners will be closed to observe the Labor Day holiday. Retailers will NOT be able to order tickets. Tickets ordered by 5 p.m. on Thurs., September 1, will be delivered on Fri., September 2. Tickets ordered on Fri., September 2, will be delivered on Tues., September 6. Drawings will be held as scheduled. Remember to order early for the holiday weekend.

WHEEL OF FORTUNE® PROMOTION RETURNS

Look for the NEW \$5 **Wheel of Fortune**® ticket launching on Tuesday, September 20. Players can win up to \$100,000 instantly or enter the second-chance promotion for a chance to win a trip to Hollywood or \$100,000 cash.

Trip winners may be selected to play in an exclusive non-broadcast, lottery players-only **Wheel of Fortune**® game with Pat Sajak and Vanna White, with the chance to win up to \$1 MILLION!

That's not your only chance at winning \$1 MILLION. A Multi-State Draw with entries from all participating lotteries will be held to award another up to \$1 MILLION prize.

To enter, submit a non-winning **Wheel of Fortune**® ticket by mail or online at www.sceducationlottery.com.

Complete details will be in next month's issue of *Selling Points*.

In addition to the **Wheel of Fortune**® ticket, Vanna White will be making a two-hour appearance with the Lottery at the Beaufort Shrimp Festival on Saturday, October 1.

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You have every reason to be proud! You and your fellow lottery retailers sold more than \$1.047 BILLION in lottery tickets for Fiscal Year 2010-11. Despite a tough economy, you found a way to provide critical funding for education in South Carolina! Transfers to the Education Lottery Account for Fiscal Year 2010-11 surpassed \$271.1 million. Lottery transfers since startup have now surpassed the \$2.5 BILLION mark. Your support is having an impact in every neighborhood in our State.

Retailers, you earned more than \$73 million in retailer commissions during the fiscal year.

To the right is a listing of the MILLION DOLLAR SALES CLUB for retailers with sales greater than \$1 million in Fiscal Year 2010-11. A total of 46 retailers, up from 37 retailers in the last fiscal year, are MILLION DOLLAR SALES CLUB members!

MILLION DOLLAR SALES CLUB
FY 2010-11

Business Name:	City:	Total Sales:
1. Food Mart #1	Charleston	\$2,967,944.50
2. Jimmy's Mart	Columbia	\$2,170,985.50
3. Sky Mart/BP	Charleston	\$2,068,220.00
4. Devikinc	Sumter	\$1,838,178.00
5. Garden Spot #4	Taylors	\$1,725,122.50
6. In N Out Conv. Store	Charleston	\$1,700,535.00
7. Miller Produce & Farm	Fort Mill	\$1,679,670.00
8. Dusty Bend Discount Bev	Camden	\$1,464,282.00
9. Big T's LLC	Goose Creek	\$1,425,517.50
10. Short Stop	Orangeburg	\$1,417,756.00
11. Quick Pantry #16	Greenwood	\$1,417,537.50
12. Mo Conv. and Tobacco	Aiken	\$1,410,101.50
13. Quick Pantry #7	Orangeburg	\$1,374,069.00
14. Shell Quick Mart	Georgetown	\$1,371,127.00
15. Port Royal BP	Port Royal	\$1,309,391.00
16. Quick Pantry #5	Orangeburg	\$1,298,047.00
17. Kaival Plaza	St. Helena Island	\$1,291,116.00
18. Abhi Enterprises	Florence	\$1,266,651.50
19. Simba Express #1	Columbia	\$1,266,095.00
20. Mini Mart	York	\$1,258,885.00
21. 3-Way Food Mart #5	Aiken	\$1,248,260.50
22. Stop N Go	N. Charleston	\$1,242,010.50
23. Quick Pantry #21	Orangeburg	\$1,241,791.00
24. Amoco Food Shop	Beaufort	\$1,240,621.50
25. V Go Food Mart	Holly Hill	\$1,230,446.50
26. Sunhouse Petroleum #3	Beaufort	\$1,220,600.50
27. Fuel Express	N. Charleston	\$1,203,552.00
28. Quick Pantry #1	St. Matthews	\$1,202,112.50
29. Herlong BP	Rock Hill	\$1,148,366.50
30. Sams Mart	Quinby	\$1,131,223.50
31. Quick Pantry 25	Manning	\$1,109,155.50
32. Quick Pantry #26	Greenwood	\$1,107,158.00
33. White Pond Food N Bev.	Elgin	\$1,107,101.50
34. Quick Pantry #9	N. Charleston	\$1,097,059.50
35. Quick Stop	Ravenel	\$1,065,352.00
36. Sam Quick Stop	Kingstree	\$1,056,167.00
37. Raceway #6747	West Columbia	\$1,054,467.00
38. M P Mart	Winnsboro	\$1,050,917.50
39. Quick Stop #3	Columbia	\$1,045,917.00
40. Top Notch Mart	Columbia	\$1,044,895.00
41. Shashis Mini Mart	Cheraw	\$1,042,421.00
42. Short Trip 2	Manning	\$1,039,331.50
43. EZ Stop	Summerville	\$1,028,668.50
44. 4 Way Stop	Orangeburg	\$1,028,163.00
45. Gas Express	Columbia	\$1,024,794.00
46. Quick C Food Mart #105	Chester	\$1,015,669.00

Thank You, SCEL's Retailers!
TOP 10 RETAILERS BY REGION

UPSTATE

Business Name:	City:
Garden Spot #4	Taylors
Miller Produce & Farm	Fort Mill
Quick Pantry #16	Greenwood
Mini Mart	York
Herlong BP	Rock Hill
Quick Pantry #26	Greenwood
Sunoco Food Mart	Simpsonville
Circle K Stores #5116	Fort Mill
Sam's Corner	Spartanburg
K Won Mart	Fort Mill

MIDLANDS

Business Name:	City:
Jimmy's Mart	Columbia
Devikinc	Sumter
Dusty Bend Discount Bev.	Camden
Short Stop	Orangeburg
Mo Conv. and Tobacco	Aiken
Quick Pantry #7	Orangeburg
Quick Pantry #5	Orangeburg
Simba Express #1	Columbia
3-Way Food Mart #5	Aiken
Quick Pantry #21	Orangeburg

COASTAL

Business Name:	City:
Food Mart #1	Charleston
Sky Mart/BP	Charleston
In N Out Conv. Store	Charleston
Big T's LLC	Goose Creek
Shell Quick Mart	Georgetown
Port Royal BP	Port Royal
Kaival Plaza	St. Helena Island
Abhi Enterprises	Florence
Stop N Go	North Charleston
Amoco Food Shop	Beaufort

BY THE NUMBERS

The numbers tell the FY 2010-11 story.

9½ years since the first lottery ticket was sold...

Approximately 3,700 retailers ...

\$1.04 BILLION in FY 2010-11 sales...

\$73 million in retailer commissions...

\$2.5 BILLION and counting transferred to the state benefiting South Carolina's students since startup...

UPCOMING games

The following games are scheduled to launch Tuesday, September 20:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Tuesday, September 6: Last day to redeem Lucky Woosies™ (#446).

Wednesday, September 7: Last day to sell Emerald Green 7's (#463).

Friday, September 9: Last day to return Cash Explosion (#421), Holiday Surprise (#430), Winter Bucks (#432), Greetings of Green (#433) and Cash Blowout (#459).

Tuesday, September 13: Last day to redeem Bank Vault (#423).

Wednesday, September 21: Last day to sell \$20,000 Taxes Paid (#461).

Friday, September 23: Last day to return Triple Lucky Diamonds (#426).

Monday, September 26: Last day to redeem Lucky Numbers (#482).

Tuesday, September 27: Last day to redeem Stacks of Cash (#449).

Wednesday, September 28: Last day to sell Money Multiplier (#468).

ENDING games*

Please start selling down the following:

SC-463 Emerald Green 7's

Last day to sell:

Wednesday, September 7

Last day to return:

Friday, October 7

Last day to redeem:

Tuesday, December 6

SC-461 \$20,000 Taxes Paid

Last day to sell:

Wednesday, September 21

Last day to return:

Friday, October 21

Last day to redeem:

Tuesday, December 20

SC-468 Money Multiplier

Last day to sell:

Wednesday, September 28

Last day to return:

Friday, October 28

Last day to redeem:

Wednesday, December 28

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Friday, July 29.